

## **REMARKS**

In the Office Action, the Examiner objected to the drawings, objected to the abstract, objected to the disclosure, rejected claim 10 under the second paragraph of section 112, rejected claims 1 - 28 as anticipated by the Fields et al. reference, and cited additional references of interest without being relied upon.

### **Drawing Objection**

The drawing Figure 2D has been described in the Brief Description portion of the specification so that the objection is thereby overcome.

### **Abstract Objection**

The Abstract has been presented as a single paragraph so that the objection is thereby overcome.

### **Disclosure Objection**

The specification is amended to include a brief description of Figure 2D, so that the objection is thereby overcome.

### **35 USC 112, 2nd ¶**

Claim 10 is amended to identify the claim from which it depends so that the rejection is thereby overcome.

### **35 USC 102(e)**

The Fields et al. reference discloses a filter that retrieves a web page, splits the web page into component elements, extracts content from a web page, adapts the content for use on other web sites and reuses the content in a recast web page that has the look and feel of a hosting web site. Provisions are made to ensure that advertising is passed along with the news article or other content from the original web page to the recast web page so that the advertisement gets the hits to maintain ad revenue. The recast page has the look and feel of the hosting page and the navigation features of the hosting page. The Fields reference also describes a local cache to store the content on the hosting web server and a method of updating the cache.

Of interest is that Fields et al. note that web content providers are unlikely to partner with hosting sites (col. 2, lines 33 - 37) and that content providers who are sharing the content

are unlikely to install special software, or to format information for the hosting site. Fields et al. seek to remove content provider participation from the process, except for a few comments about the need for an agreement under the copyright laws for the reuse or restrictions on distribution.

Thus, Fields et al. relates to harvesting content from existing pages.

The present invention provides a method and system as an intermediary between content providers and publishers who wish to use the content for web pages. According to preferred aspects of the invention, the providers register on the system and voluntarily provide content for use by publishers who may seek out content. The providers add content to the system, including providing category information and link information. The providers may even select publishers to receive the content. Publishers may select from the identified content for inclusion on pages being prepared by the publisher.

The content, which here is multimedia items, is presented as a link on the publisher's page. Activation of the link opens a multimedia box on the user's computer and the multimedia content plays in the opened window.

Thus, the provider of multimedia items may make available content, such as movie trailers, portions of songs, or other material so that publishers of Internet pages may readily and conveniently utilize this material in the creation or updating of Internet pages. This content may be new, never before seen content, rather than content harvested from other pages as in Fields et al. New movies, television shows, musical acts, or the like may be promoted by the provider seeking to provide this material to the public.

An amendment to the independent claims further clarifies the differences between the cited art and the present invention.

Fields et al. does not disclose the present invention as claimed, and as such the Fields reference does not anticipate the claimed invention.

#### **Additional Art**

The additional art cited by the Examiner but not relied upon is noted by the Applicants.

## Conclusion

Applicants respectfully request favorable reconsideration and allowance of the present application.

Respectfully submitted,



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